

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1 (Currently Amended). A method for selecting at least one of audio and video comprising:

- (a) receiving user attribute information corresponding to user preferences wherein said user attribute information includes preferences;
- (b) receiving program attribute information corresponding to said at least one of said audio and video, where said program attribute information corresponds with said user preferences, where said user attribute information and said program attribute information includes hierarchical levels, wherein at least one of said user attribute information is at a first level and at least two of said user attribute information is at a second level dependent upon said at least one of said user attribute information at said first level, wherein at least one of said program attribute information is at a first level and at least two of said program attribute information is at a second level dependent upon said at least one of said program attribute information at said first level;
- (c) determining the desirability of said at least one of said audio and video based upon jointly processing preferences of at least said first level and said second level of said hierarchical levels of said program attribute information and processing preferences of at least said first level and said second level of said hierarchical levels of said user attribute information ~~said preferences~~, wherein said preferences selectively include data indicative of at least a first, a second, and a third option;
 - (i) said first option including a preference indicative of the positive desirability of said at least one of audio and video;

- (ii) said second option including a preference indicative of non-desirability of said at least one of audio and video;
- (iii) said third option including a preference indicative of indifference desirability, being neither said positive or non-desirability, of said at least one of audio and video;
- (d) wherein said desirability is increased based upon said first option, said desirability is decreased based upon said second option, and said desirability remains the same based upon said third option.

2 (Original). The method of claim 1 wherein said first option is a non-binary preference value.

3 (Original). The method of claim 1 wherein said second option is a non-binary preference value.

4 (Original). The method of claim 1 wherein said first option is positive preference value.

5 (Original). The method of claim 1 wherein said second option is a negative preference value.

6 (Original). The method of claim 1 wherein said preferences are adjustable by a user.

7 (Original). The method of claim 1 wherein said preferences include at least one default value.

8 (Original). The method of claim 7 wherein said preferences are adjustable by a user.

9 (Original). The method of claim 1 wherein said determining results in a value.

10 (Currently Amended). A method for selecting at least one of audio and video comprising:

- (a) receiving user attribute information corresponding to user preferences wherein said user attribute information includes a plurality of preferences;
- (b) receiving a first plurality of program attribute information corresponding to said at least one of said audio and video, where said plurality of said first program attribute information corresponds with said user preferences, where said plurality of said user attribute information and said plurality of said first program attribute information includes hierarchical levels so that data at a second level is included with data at a first level, wherein at least one of said first program attribute information is at a first level and at least two of said first program attribute information is at a second level dependent upon said at least one of said first program attribute information at said first level, wherein at least one of said user preferences is at a first level and at least two of said user preferences is at a second level dependent upon said at least one of said user preferences at said first level;
- (c) receiving a second plurality of program attribute information corresponding to said at least one of said audio and video, where said plurality of said second program attribute information corresponds with said user preferences, where said user attribute information and said plurality of said second program attribute information includes hierarchical levels so that data at a second level is included with data at a first level, wherein at least one of said second program attribute information is at a first level and at least two of said second program attribute information is at a second level dependent upon said at least one of said second program attribute information at said first level; and
- (d) determining the desirability of said at least one of said audio and video based upon jointly processing preferences of at least said first level and

said second level of said hierarchical levels of said program attribute information and processing preferences of at least said first level and said second level of said hierarchical levels of said user attribute information to determine a relative ranking between said first program attribute information and said second program attribute information.

11 (Original). The method of claim 10 wherein said determining the desirability includes:

- (a) calculating a first ranking value for said first program attribute information;
- (b) calculating a second ranking value for said second program attribute information; and
- (c) determining said relative ranking based upon said first ranking value and said second ranking value.

12 (Canceled).

13 (Original). The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and free from a second attribute;
- (b) said second program attribute information includes said first attribute and said second attribute; and
- (c) said determining said relative ranking indicates said second program as more desirable than said first program.

14 (Original). The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and free from a second attribute;

- (b) said second program attribute information includes said first attribute and a relatively smaller presence of said second attribute in comparison to said first attribute; and
- (c) said determining said relative ranking indicates said second program as more desirable than said first program.

15 (Original). The method of claim 10 wherein said determining the desirability includes and operation where,

- (a) said first program attribute information includes a first attribute and a second attribute, where said second attribute has a first relatively smaller presence than said first attribute in said first program;
- (b) said second program attribute information includes said first attribute and said second attribute, where said second attribute has a second relatively smaller presence than said first attribute in said second program, where said first relatively smaller presence is smaller than said second relatively smaller presence; and
- (c) said determining said relative ranking indicates said second program as more desirable than said first program.

16-24 (Canceled).

25 (Currently Amended). A method for selecting at least one of audio and video comprising:

- (a) receiving hierarchical user attribute information corresponding to user preferences, wherein said user attribute information includes a plurality of preference values, wherein at least one of said user attribute information is at a first level and at least two of said user attribute information is at a second level dependent upon said at least one of said user attribute information at said first level;

- (b) receiving hierarchical program attribute information corresponding to said at least one of an audio and a video, so that said hierarchical levels of said program attribute information include data at a second level included with data at a first level, wherein at least one of said program attribute information is at a first level and at least two of said program attribute information is at a second level dependent upon said at least one of said program attribute information at said first level; and
- (c) jointly processing preferences of at least said first level and said second level of said hierarchical levels of said program attribute information and processing preferences of at least said first level and said second level of said hierarchical levels of said user attribute information to evaluate
~~evaluating~~ said user attribute information and said program attribute information to determine: by determining:
 - (i) a first score when a portion of said user attribute information matches a portion of said program attribute information and said first score is based at least in part upon one of said preference values;
 - (ii) a second score when another portion of said user attribute information matches another portion of said program attribute information and said second score is based at least in part upon one of said preference values;
 - (iii) a composite score based, at least in part, upon said first score and said second score.

26 (Previously presented). The method of claim 25 wherein said evaluating is free from combining multiple preference values into a single composite preference value.

27 (Previously presented). The method of claim 25 wherein a said composite score is determined for a plurality of said videos, and said video are ranked based, at least in part, upon said composite scores.

28 (Previously presented). The method of claim 25 wherein said composite score is determined free from comparing said first score and said second score.

29-49 (Canceled).

50 (Currently Amended). A method for selecting at least one of audio and video comprising:

- (a) receiving user attribute information corresponding to user preferences, wherein said preferences include negative preferences, wherein at least one of said user attribute information is at a first level and at least two of said user attribute information is at a second level dependent upon said at least one of said user attribute information at said first level;
- (b) receiving program attribute information corresponding to said at least one of a first audio and first video, wherein at least one of said program attribute information is at a first level and at least two of said program attribute information is at a second level dependent upon said at least one of said program attribute information at said first level;
- (c) receiving program attribute information corresponding to said at least one of a second audio and second video; and
- (d) jointly processing preferences of at least said first level and said second level of said hierarchical levels of said program attribute information and processing preferences of at least said first level and said second level of said hierarchical levels of said user attribute information to rank ~~ranking~~ said at least one of said first audio and first video, and, said at least one of said second audio and second video, in response to receiving said user attribute information and said program attribute information for said at least one of said first audio and first video, and, said at least one of said second audio and second video, at least in part, upon said negative preferences, wherein said negative preference results in decreasing said

ranking to a lower level than would have resulted had said negative preference not been included.

51 (Previously presented). The method of claim 50 wherein said ranking determines said first video as more desirable for said user than said second video.

52 (Previously presented). The method of claim 51 wherein said ranking determines said second video as more desirable for another user than said first video.

53 (Previously presented). The method of claim 50 wherein said ranking is in a relativistic manner.

54-56 (Canceled).

57 (Currently Amended). A method for selecting at least one of audio and video comprising:

- (a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes a plurality of preferences, wherein said user information includes hierarchical levels so that data at a second level is included with data at a first level, wherein at least one of said user attribute information is at a first level and at least two of said user attribute information is at a second level dependent upon said at least one of said user attribute information at said first level;
- (b) receiving program attribute information corresponding to said at least one of an audio and video, wherein at least one of said program attribute information is at a first level and at least two of said program attribute information is at a second level dependent upon said at least one of said program attribute information at said first level;
- (c) jointly evaluating preferences of at least said first level and said second level of said hierarchical levels of said program attribute information and

processing preferences of at least said first level and said second level of said hierarchical levels of said user attribute information to evaluate
~~evaluating~~ said user attribute information and said program attribute information by:

- (i) determining a first value based upon, at least in part, a first a portion of said user attribute information matches a portion of said program attribute information, and
- (ii) determining a second value based upon, at least in part, a second portion of said user attribute information matches a portion of said program attribute information;
- (d) discarding said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information for said at least one of said audio and video, as a desirable said at least one of audio and video for said user based upon if at least one of said first value or said second value indicates non-desirability of said at least one of audio and video;
- (e) if said at least one of audio and video is not discarded as a result of step (d) then determining a third value based upon, at least in part, said first value and said second value.

58 (Canceled).

59 (Previously presented). The method of claim 57 wherein said evaluating is based upon an AND operation.

60 (Currently Amended). A method for selecting at least one of audio and video comprising:

- (a) receiving user attribute information corresponding to user preferences, wherein said user attribute information includes hierarchical levels, wherein said user attribute information includes a plurality of preferences,

wherein said user information includes said hierarchical levels so that data at a second level is included with data at a first level, wherein at least one of said user attribute information is at a first level and at least two of said user attribute information is at a second level dependent upon said at least one of said user attribute information at said first level;

- (b) receiving program attribute information corresponding to said at least one of an audio and a video, wherein at least one of said program attribute information is at a first level and at least two of said program attribute information is at a second level dependent upon said at least one of said program attribute information at said first level; and
- (c) jointly evaluating preferences of at least said first level and said second level of said hierarchical levels of said program attribute information and processing preferences of at least said first level and said second level of said hierarchical levels of said user attribute information to evaluate
~~evaluating~~ said at least one of said audio and video, in response to receiving said user attribute information and said program attribute information based upon,
 - (i) a first set of a plurality of preferences wherein said first set is evaluated based upon a first operator;
 - (ii) a second set of a plurality of preferences wherein said second set is evaluated based upon a second operator;
 - (iii) wherein said first set and said second set are evaluated independent of the number of preferences of said first set and said second set.

61 (Previously presented). The method of claim 60 wherein at least one of said first operator and said second operator is an "OR" function.

62 (Previously presented). The method of claim 60 wherein said first operator and said second operator are "OR" functions.

63 (Previously presented). The method of claim 60 wherein said first set and said second set depend from the same preference within said hierarchy.

64 (Previously presented). The method of claim 63 wherein said first set and said second set have a different number of preferences.

65-69 (Canceled).